

Crossover Products In-Store Display Requirements

Rev. 6/23

What is a Crossover Product?

This is an alcoholic version of a traditionally non-alcoholic product. Some of these products are produced with alcohol brands while others solely bear the same or similar branding of the non-alcoholic product but contains alcohol.

As some products are new or look similar to their non-alcoholic counterparts, it is important to become familiar with products and closely review their labels and packaging to identify words that indicate a beverage contains alcohol.

<i>Do's</i>	<i>Don'ts</i>
Beverages that contain alcohol must be properly placed in retail locations to avoid confusing alcoholic and non-alcoholic beverage products.	Place alcoholic beverages <i>with</i> their non-alcoholic beverage counterparts unless the counterpart is a non-alcoholic wine or beer.
Beverages that contain alcohol must have clear, sufficiently-sized signage that indicates the product contains alcohol, easily visible to consumers.	Place alcoholic beverages throughout the store without clear signage that states product contains alcohol.
Pay close attention to items that have the same or similar brand names and packaging.	Display alcoholic beverages in a way that could confuse customers.
Familiarize yourself with words that indicate a beverage contains alcohol.	

Additional Questions

Will there be specific sign design requirements such as dimensions, content, or font size or will guidance be broader?

The only requirements are that signage should be obvious, legible, highly visible, clear to consumer, and the consumer should not have to hunt for it.

Will there be a formal approval process for signage? No, however Virginia ABC is willing to review drafts of signage if requested.

Will Virginia ABC consider who provided/created the sign (retail licensee or wholesaler) for enforcement purposes? Retail licensees will be responsible for implementation and upholding the new law.



Scan for additional
Product Placement Resources:

